



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Kofu Park Scoreboard Project Report

MEETING DATE: October 2, 1991

PREPARED BY: Parks and Recreation Director

RECOMMENDED ACTION: Information and/or action as deemed appropriate by the City Council.

BACKGROUND INFORMATION: In October of 1990, the City of Lodi signed a contract with Professional Sports Marketing, Inc. (PSM) for them to purchase and install scoreboards at the Grape Bowl and Kofu Park. As part of this contract, we gave them sponsor rights for twelve years from date of installation, etc. (See Exhibit A for details of contract.) The location of the boards was left to our discretion as we knew where to access electrical services, etc.

The Stadium board was no problem since the scoreboard would go in the same location as the old board with electrical service already in place. At Kofu Park, we chose not to locate the board where it had been because we are currently relighting the ballfield and soccer field and given this opportunity we wanted to place the scoreboard in a spot where it could be used not only during baseball games, but during our soccer games. The new location also gave us an opportunity to coordinate the necessary electrical hookups with the new wiring locations as called for in the lighting project. We also had received over the years complaints from coaches, spectators, parents, and ball players that the "old scoreboard could not be seen because of it facing the late afternoon sun." "Therefore, whenever you install a new board, please make sure it is put in left field so sunlight won't be directly on the board and it can be usable during all hours of the day." (See Exhibit B Usage.) The Professional Sports Marketing, Inc. firm told us that the new board did have a sunscreen but that it still was not that effective when boards were placed in direct sunlight.

We did not contact the residents on Cardinal Street asking if we could move the scoreboard. A simple solution is to leave it where it is at left field, plant fast-growing large canopy trees along the street (as is already the case from Ham Lane to a midway point down the street), and/or paint the back of the board, if necessary, a dark green to match tree cover in the area.

APPROVED: _____

THOMAS A. PETERSON
City Manager



Kofu Park Scoreboard Project Report
October 2, 1991
Page Two

To move the board, the total cost would be \$5,000.00, plus additional trenching for electrical and coax cable wiring would be required.

If it's at all possible, I would suggest leaving it right where it's at -- it is what our users have asked for over all these years and this was taken into account when we dealt with our current installation.

FUNDING :



Ron Williamson
Parks and Recreation Director

RW:srb

Attachments

EXHIBIT A

October 31, 1990

Mr. Jim Moran
?resident
Professional Sport's Marketing, Inc.
7139 Dublin Boulevard
Dublin, CA 94568

RE: City of Lodi Parks & Recreation Department
Introduction Center & Scoreboard Systems

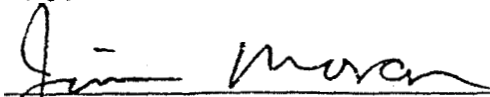
Dear Jim:

The City of Lodi Parks and Recreation Department hereby grants to Professional Sports Marketing, Inc., 7139 Dublin Boulevard, Dublin, California 94568, the exclusive right for a period of ninety (90) **days** from the date of this letter to seek an appropriate sponsor or sponsors who shall purchase from Professional Sports Marketing, Inc., several systems or sponsorship rights on the systems subject to the following conditions:

1. The systems shall be described in prints/face layout #3416 (Grape Bowl), #1000 (Kofu Field), #1010 (Salas Park) and a Information Center; final design to be approved by the City of Lodi Parks and Recreation Department.
2. Ownership of the systems shall be transferred to the City of Lodi Parks and Recreation Department upon completion of installation. Anything in the foregoing to the contrary notwithstanding, title to the systems shall vest in the City of Lodi Parks and Recreation Department upon installation and acceptance of the systems.
3. Professional Sports Marketing, Inc.,/Sponsors shall be granted the exclusive non-competitive sponsor/donor rights on the systems for a term of twelve (12) years from the date of installation, with the option to renew such rights under terms mutually acceptable to the City of Lodi Parks and Recreation Department and the sponsor.
4. Sponsors/donors shall be entitled to display its corporate logo and message on the ad panels Located on the systems.
5. All sponsor/donor copy shall be subject to the approval of the City of Lodi Parks and Recreation Department, approval which will not unreasonably be withheld.

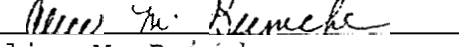
6. Professional Sports Marketing, Inc. shall be responsible for maintenance training and operator training in the use of all systems as set-forth in the standard operator's manual.
7. The City of Lodi Parks and Recreation Department shall provide a programmer/operator for all activities, at which the systems will be in use.
8. Upon notification of completion by Professional Sports Marketing Inc., risk of loss or damage to the scoreboards shall be assumed by the City of Lodi Parks and Recreation Department, except for loss or damage caused by Professional Sports Marketing and its agents. In the event of damage to or destruction of the scoreboards, the City of Lodi Parks and Recreation Department shall repair or replace the scoreboards as soon as possible, except for damage or destruction caused by Professional Sports Marketing and its agents.
9. Professional Sports Marketing, Inc. will commence manufacturing the systems upon receipt of a final contract between the City of Lodi Parks and Recreation Department, the sponsor/s, and Professional Sports Marketing.
10. It shall be the responsibility of Professional Sports Marketing to install the system. However, the City of Lodi Parks and Recreation Department **shall** be responsible in furnishing all primary power and conduits. Complete installation responsibilities will be called out in the final specifications and Procedure Agreement.
11. No delay or failure of either party in exercising and right hereunder and no partial or single exercise thereof shall be deemed to constitute a waiver of such right or any other right hereunder.
12. Time is of the essence in Professional Sports Marketing's performance hereunder.

PROFESSIONAL SPORTS MARKETING,
INC.


Jim Moran, President
V

CITY OF LODI


Thomas A. Peterson
City Manager

Attest: 
Alice M. Reimche
City Clerk

APPROVED AS TO FORM



Annual Participatio and spectators

EXHIBIT BGrape Bowl Usage

Football

Lodi/Tokay High Varsity	25,000
Lodi/Tokay High sophomore	10,000
Lodi High Freshman	2,500
Youth Varsity	2,500
Youth Junior Varsity	2,500

Softball

Adult City League	18,700
Adult Tournaments	8,640
Youth Tournaments	4,200

Other Events

Lodi Grape Festival	2,000
High School Graduations	10,000
Lodi/Tokay Band Review	3,500
Concerts	5,000
Circus	2,000
K-9 Trials	500
Flower Girl Prtctice	800

Non-annual events

National Softball Championships	5,000
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total 102,840Kofu Park

Baseball

Varsity Baseball	2,000
C.I.F. Section Tournament	1,000
Babe Ruth Leagues	5,000
Sr. Babe Ruth league	600
Diamond rentals	800
Youth Leagues	4,500
Practices	1,200

Soccer

Youth Leagues	10,000
Youth Tournaments	8,000
Adult Leagues	2,000

total 35,100

psmmemo